

Template Training Tuesday: Website, Email, and Social Media Analytics

1 June 2021



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Overview

- 1. Welcome**
- 2. What are Website, Email, and Social Media Analytics?**
- 3. Why should God's workers use them?**
- 4. How can you adapt them for your use?**
- 5. What if you used it? (Testimony)**
- 6. Q & A**
- 7. Wrap-up**



What are Website Analytics?

Stats generated in at least 6 areas:

1. Overview
2. Devices
3. Pages
4. Location
5. Downloads
6. Videos





"If you come with us, we will share with you whatever good things the Lord gives us." Numbers 10:32

Overview How do visitors view our website?



Pages What do they view and do?

Table with 3 columns: Page, Pageviews, and Digital Downloads. Top entry: / ← gtp.org homepage with 1,943 pageviews and 3,263 digital downloads.

Location Where are our visitors?



Table of top countries by acquisition: 1. United States (1,281), 2. India (259), 3. Pakistan (139), etc.

Devices How do they visit?



Comparison of device usage between Current Report and Previous Report, showing trends for Desktop, Mobile, and Tablet.

Digital Downloads

3,263 (1 January – 31 March)

1,901 (1 October – 31 December)

Vimeo Views

323 (1 January – 31 March)

476 (1 October – 31 December)





What are Email Analytics?

Stats that help you know your constituency and steward their partnership with you:

1. MailChimp audience size
2. Open rates compared to sector average
3. Click rates compared to sector average

Stats 2019-2020



Global Network

- Grew global network (GN) from 0,000 people in 00 countries to 0,000 in 00 countries.
- Sent 00 Journal Entry (JE) emails in 00 months to GN with average open rate of 00% and click rate of 00%.
- Had 0,000 website users, 0,000 page views from 00 countries in 00 months

What are Social Media Analytics?

Facebook

1. Trends

2. Content

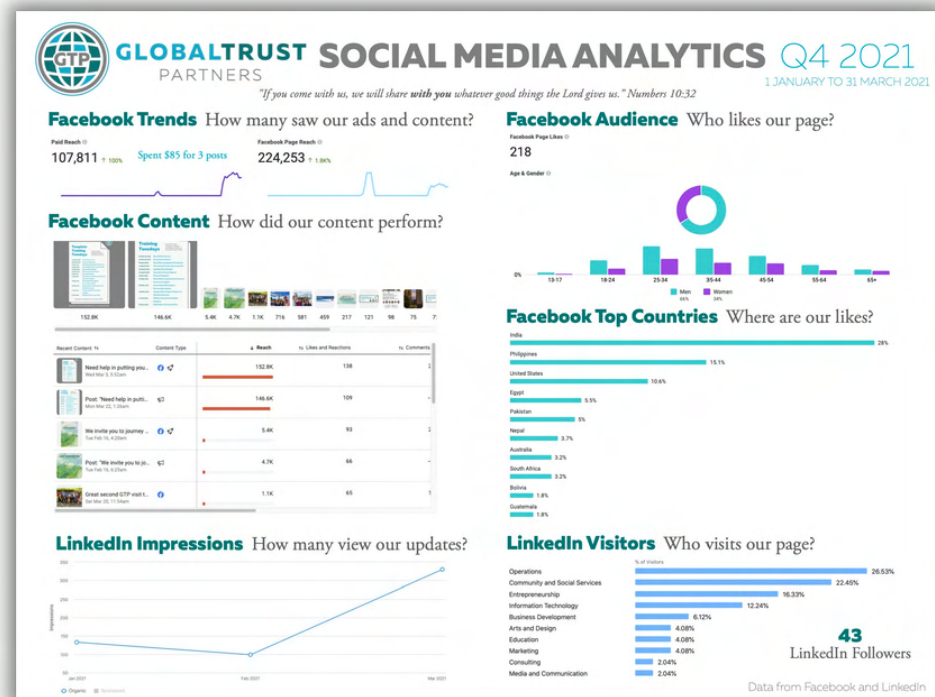
3. Audience

4. Countries

LinkedIn

1. Impressions

2. Visitors





"If you come with us, we will share with you whatever good things the Lord gives us." Numbers 10:32

Facebook Trends How many saw our ads and content?

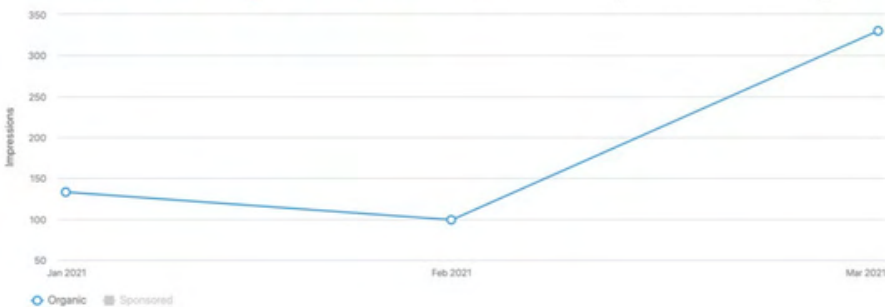


Facebook Content How did our content perform?

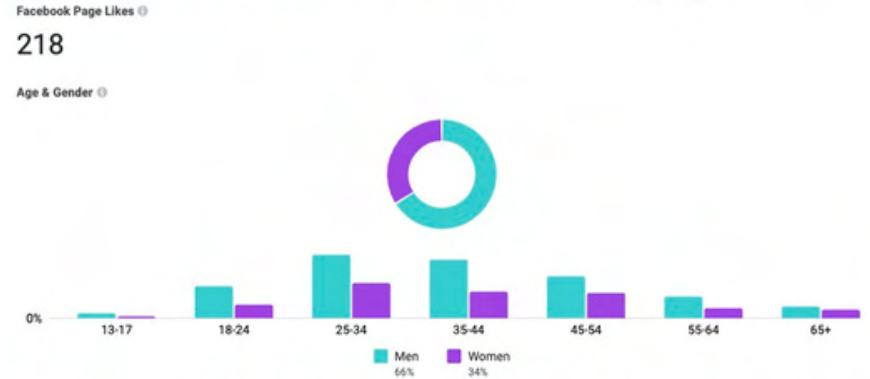


Recent Content	Content Type	Reach	Likes and Reactions	Comments
Need help in putting you... Wed Mar 3, 5:52am		152.8K	138	
Post: "Need help in putti... Mon Mar 22, 1:26am		146.6K	109	
We invite you to journey ... Tue Feb 16, 4:20am		5.4K	93	
Post: "We invite you to jo... Tue Feb 16, 6:25am		4.7K	66	
Great second GTP visit t... Sat Mar 20, 11:54am		1.1K	65	1

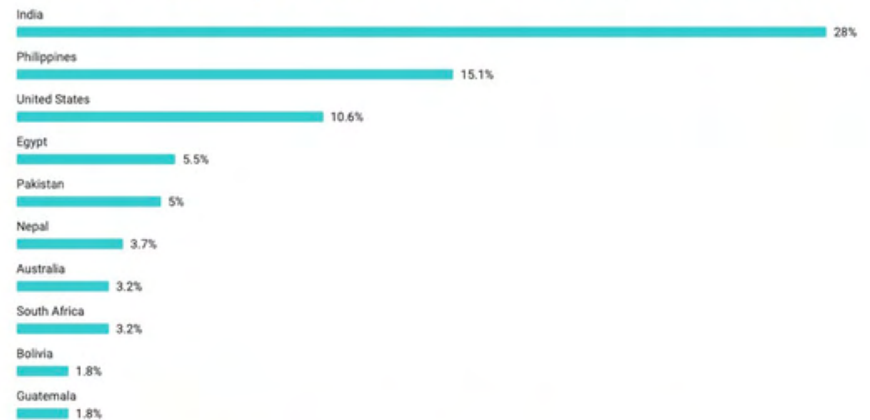
LinkedIn Impressions How many view our updates?



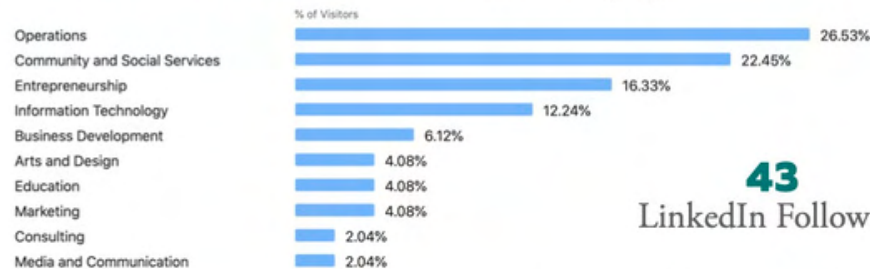
Facebook Audience Who likes our page?



Facebook Top Countries Where are our likes?



LinkedIn Visitors Who visits our page?



43 LinkedIn Followers



Why should God's workers use analytics?

Website analytics (e.g., Guatemala)

- Help you strengthen your global, virtual presence
- Grow ministry from addition to multiplication

Email analytics (e.g., USA)

- Identify and steward the receptive ("with you")
- Maximize your limited time with your audience

Social Media analytics (e.g., Egypt)

- Learn more about your local and global network
- Equip friends to reach and engage others

How can you adapt website analytics?

Here are 4 steps:

- Build website
- Activate Google Analytics
- Run quarterly numbers
- Assess activities, responses, and adjust strategies





How can you adapt email analytics?

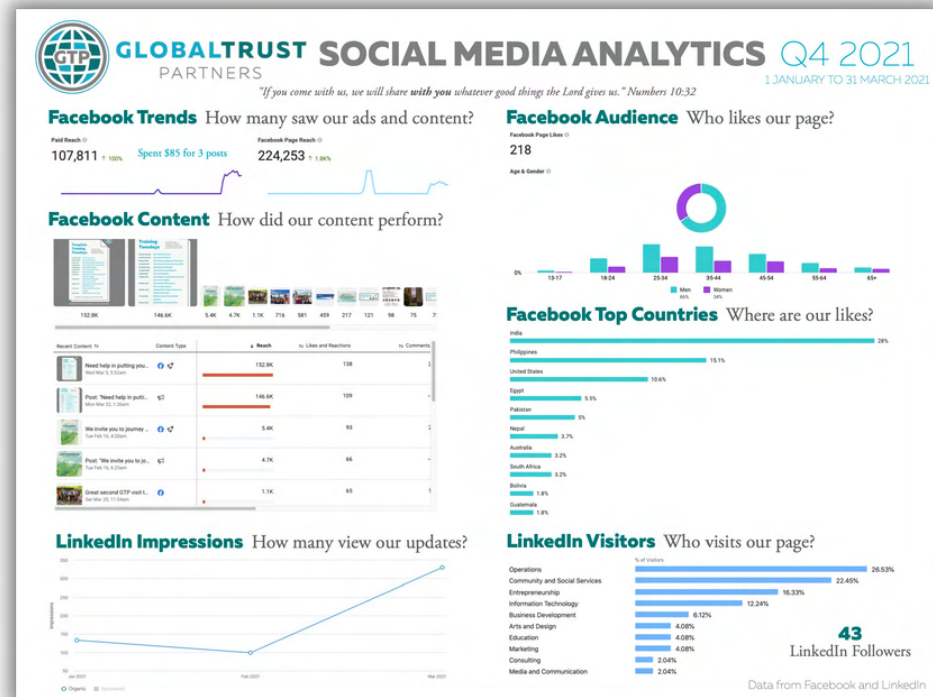
Here are 4 suggestions:

1. **Map annual plan for email communications – See our PC: "Journal Entry" (2x / month), "Prayer Journal" (monthly), and partnership (CYE / FYE).**
2. **Use template to report analytics quarterly to board for strategic input on content and delivery.**
3. **Watch the relationship between content, opens, clicks, and unsubscribes.**
4. **See what works in driving traffic to your website.**

How can you adapt social media analytics?

Facebook / LinkedIn

1. Create FB/LI page
2. Post regularly and share things of value
3. Drive traffic to it (boost posts)
4. Examine impact to serve audience, target gaps, and engage





**What if you used the website,
email, and social media
analytics?**

**What outcomes can
your church or
ministry anticipate?**



JAIME SCHELL
GTP Board Member



Questions & Answers



ERENY MONIR
GTP VP of Training &
Empowerment



RUTHIE CRISTOBAL
GTP VP of Partnership
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JAIME SCHELL
GTP Board Member

Next Template Training Tuesday...

8 June 2021
12 noon GMT

**STAFF GUIDE &
SUCCESSION PLAN**



GARY HOAG



MATTHEW GADSDEN



RENÉ PALACIO



Email inquiries and send impact stories to mail@gtp.org.



gtp.org



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